

Home Furnishings Calendar 1947

JANUARY

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HOME FURNISHINGS CALENDAR

ABOUT THE CALENDAR

HOME FURNISHINGS CALENDAR lists and clears dates of all newsworthy events in the home furnishings, housewares and interior decorating fields. It lists press previews, trade exhibits, introductions of new lines and other events which have home furnishings significance.

The CALENDAR is published weekly and is in the morning mail Thursday. To list an event, to subscribe, write or phone:

Eleanor Drake, Eldorado 5-7259
HOME FURNISHINGS CALENDAR
6 WEST 52ND STREET
NEW YORK 19, N. Y.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK ENDING THURSDAY, NOVEMBER 6, 1947

Thursday November 5 4:30 P.M.- 7:00 P.M. Cocktails	PRIVATE SHOWING OF PAPERS FROM ITALY Preview for press and decorators of "Remondini Carte Fiorite" collection of hand blocked wallpapers from the "Laboratorio Del Castellare", Pescia, Italy. The new papers will be exclusive with Elisabeth Draper, Inc. in this country. <u>By invitation only.</u> Contact: PL. 9-5455.	ELISABETH DRAPER, INC.	785 MADISON AVE.
Thursday November 6 Going On	PRESENTATION OF HAND-WOVEN FABRICS Showing of newest drapery and upholstery hand weaves. Also woven window blinds of bamboo or wood, with vertical bands of metallics and yarns in brilliant California colors. Open to architects and decorators. Fabrics and blinds on exhibit from 9:00 A.M. to 5:00 P.M. Thursday and Friday, November 6 and November 7. Contact: Gal Scumas, CI. 7-2200.	DOROTHY LIEBES	GOTHAM HOTEL SUITE 1406
Thursday November 6 Going on	"THE ARTS WORK TOGETHER" An exhibit of "Integrate Modern Building" in which designers and architects have collaborated to produce structures unified in architecture, design, mosaic, painting and sculpture. Architects and designers represented in the exhibit of 10 buildings include: Edward D. Stone Associates, Thomas D. Church, Max Spivak, A. W. Geller, George Nemeny, Jose de Rivera, Carl Koch, George Wells, Jac Lessman. Exhibit open through December 6. Verna Wear, director. Contact: CI. 6-7333.	MORTIMER LEVITT GALLERY	16 WEST 57TH ST.
Thursday November 6	INTRODUCTION OF ALL-GLASS FABRIC Lehman-Connor will show their first all-glass fireproof fabrics in the exclusive hand-print, "Plume and Feather". Open to decorative trade. Contact: PL. 8-2100.	H.B. LEHMAN CONNOR CO.	509 MADISON AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	"YOUR SOLAR HOUSE" Drawings and floor plans of 49 modern houses, designed by contemporary architects to take advantage of maximum sunlight and heat. A house has been designed for each state of the union, also one especially suitable for the District of Columbia. Houses stipulated to cost \$15,000 or under by Libbey-Owens-Ford Glass Company which commissioned the designers. Volume published in pamphlet form, \$1.00; de luxe edition, \$3.00. Publicity: Elinor Green, CI. 5-6400. (Published Nov. 5).	SIMON & SCHUSTER	1230 SIXTH AVE.
Thursday November 6 Just Opened	NEW SHOWROOM FOR TABLE GLASSWARE A new showroom incorporating the latest techniques in displaying table glassware, using shadow boxes, indirect lighting and individual incandescent spotlights. Open to the trade. Contact: Merrill E. Compton, Steve Hannagan Associates, PL. 5-2900.	LIBBEY GLASS CO.	30 ROCKEFELLER PLAZA
Thursday November 6	"AN ITALIAN TABLE SETTING" Ann Roberts lays a modern table with linens, pottery dishes and glassware from her collection of handicrafts by APEM (Artigianato Produzione Esportazione Milano) in the new home of APEM at 4 West 56th Street. Showroom, 2nd floor. Open to decorative trade. Contact: Ilka Dickinson, CI. 6-4340.	ANN ROBERTS	4 WEST 56TH ST.
Just Issued	PUBLICATION OF "OUR HOME" BOOK A "baby book" for the home, with space for photographs of house, grounds, interiors, furnishings, records of gifts, news clippings and guest signatures. Price, \$5.00. Contact: PL. 9-1450.	GREENBERG, PUBLISHER	201 EAST 57TH ST.
Thursday November 6 12:00 Noon- 10:00 P.M.	40TH ANNUAL AUTUMN FLOWER EXHIBITION Fortieth annual exhibition of fall flowers by members of the Horticultural Society of N.Y. and women's clubs over the country, including a 25-foot display of hybrid orchids. Chrysanthemums, anemones, nerines, roses and other flowers will be shown. Exhibit open on Friday, November 7, from 10:00 A.M. to 10:00 P.M.; Saturday, November 8, from 10:00 A.M. to 4:00 P.M. Open to public. Admission: \$1.00. Publicity: Edward F. Korb, Korb and Collwell, Inc., PL. 9-7340.	HORTICULTURAL SOCIETY OF N.Y.	HOTEL PENNSYLVANIA PENN TOP
Friday November 7 Publication	FALL EDITION OF DECORATORS HANDBOOK "Interior Decorators Handbook", the authoritative listing of manufacturers, selling agents and jobbers who sell to decorators. A CCA publication. Price outside decorator trade, \$2.50 per year for spring and fall editions. Contact: Irene Randall, MU. 5-1716.	HALL PUBLISHING COMPANY	373 FOURTH AVE.
Saturday November 8 8:30 P.M. Reception	PREVIEW OF SYRACUSE CERAMIC EXHIBITION Invitation preview for press and members of Museum of the 12th Annual National Ceramic Exhibition of pottery, ceramic sculpture and enamels. Prize-winning ceramists will be announced at the preview. Exhibit open to public Sunday, Nov. 9-Tuesday, Dec. 7. Contact: Anna Olmstead, director, Syracuse Museum of Fine Arts, James & State Sts., Syracuse, N.Y.	MUSEUM & ONONDAGA POTTERY COMPANY	SYRACUSE MUSEUM OF FINE ARTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday November 9 3:30 P.M.	LECTURE ON PERIOD FURNITURE "French Furniture and Interior Decoration from Louis XIV to Louis XVI" is Mr. Cox's subject. The speaker is the director of the City Museum and Art Gallery in Birmingham, England. Lecture Hall, American Wing. Contact: RH. 4-7690.	TRENCHARD COX	METROPOLITAN MUSEUM OF ART
Monday November 10 12:15 P.M. Luncheon	"A FASHION SHOW OF FLOOR COVERING" "Presenting today's fashion trends in floor coverings". Six Powers models will show new floor coverings during luncheon show staged by Tom Lee, consultant designer. Introduction, "The Wide Awake Floor Covering Industry and What It's Doing", by W.E.S. Griswold, Jr., president of W. & J. Sloane. Maude Hill Basserman is chairman of the Home Furnishings Division. Milo Boulton, will emcee. Press by invitation. Members and guests by reservation. Tickets for members, \$3.10, tax included; for guests \$3.50, tax included. For tickets contact: CI. 7-3940. Publicity: Jane Ellis, VA. 6-1663.	HOME FURNISHINGS SECTION OF THE FASHION GROUP & CARPET INSTITUTE, INC.	HOTEL BILTMORE BALLROOM
Monday November 10	OPENING OF FABRIC DESIGN DEPARTMENT A department created to design fabric and fashion originals for textile and style houses will open under the direction of Marie-Helene, textile designer and fashion artist from Paris, France. The service will be conducted from the public relations offices of Francis Marquis and fabrics will be designed in the studios of Marie-Helene. Contact: BR. 9-2365.	FRANCIS MARQUIS MARIE-HELENE OF PARIS	580 FIFTH AVENUE
Monday November 10	OPENING OF "THE SLEEP CENTRE" A new bedding shop on Ludwig Baumann's 5th floor. To house mattresses, springs, headboards and pillows in separate displays and to feature a pillow bar. Open to public November 10. Contact: Ruth Malone, LO. 5-1000.	LUDWIG BAUMANN	8TH AVE. & 35TH ST.
November 10	PRESENTATION OF HOLIDAY TABLES "Carole Stupell turns the tables on monotony and sets them with glamour". New coordinated table setting designs with Thanksgiving and Christmas motifs. Also table settings for family dinners. Publicity: Hilda Kassell, 9 East 46th Street, PL. 9-2917.	CAROLE STUPELL LTD.	507 MADISON AVENUE
Monday November 10- November 14	32ND NATIONAL HOTEL EXPOSITION Over 500 U.S. Manufacturers will show hotel furnishings and restaurant-ware in the exposition sponsored by the N. Y. State Hotel Association and the Hotel Association of New York City. For manufacturers and hotel men. Arthur L. Lee is general manager of the show. Official decorator: Sam Asch. Publicity: Edward F. Korbel, Korbel and Collwell, Inc., PL. 9-3740. For luncheon and banquet tickets, contact: Miss P. Berke, CI. 7-0800.	STATE & CITY HOTEL ASSOCIATIONS	GRAND CENTRAL PALACE
November 11	ARMISTICE DAY (Tuesday)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday November 11	OPENING SHOW OF HAND PRINTS The 2nd annual exhibition of hand-printed textiles by individual artists and firms handling hand-prints. Prizes to be awarded best prints by the Gimbel Store, June Groff Fabrics and Staplers. Winners to be selected Wednesday afternoon, Nov. 12, by jury of awards: Frederic Karoly, designer; Oskar Stonorov, architect; Georges de Braux, art gallery director and Eugenia Sheppard, New York Herald Tribune. Tea for exhibitors Friday, Nov. 14, from 4:00 P.M. to 6 P.M. at The Print Club. Show open through November 28. Contact: Bertha von Moschzisker, director. Note: This show originally scheduled to open November 7.	THE PRINT CLUB	PHILADELPHIA (1614 LATIMER ST.)
Wednesday November 12	PREVIEW OF NEW "FANCY PANTRY" Private opening of Macy's new "Fancy Pantry", with "Food-O-Mat" system of selling fancy and party foods. Will be shown to <u>individual</u> members of the press by appointment Wednesday, November 12 and the Thursday and Friday following. Open to public Monday, November 17. Contact: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S, NEW YORK (8TH FLOOR)	HERALD SQUARE (BROADWAY BLDG.)
Wednesday November 12 5:00 P.M. Cocktails	PRESS PREVIEW OF NEW SECOND FLOOR Private view for the press of Hale's new 2nd floor, furnished with contemporary decorated glass furniture. The new pieces will be arranged in four bedrooms and one combination living room-bedroom. By invitation only. Publicity: W. C. Boneida, WI. 2-3360.	HALE BEDDING STORES, INC.	605 FIFTH AVENUE
Thursday November 13- November 15	"CHALLENGING TEXTILE RESEARCH PROBLEMS" 13th Annual Meeting of Textile Research Institute, Inc. with leaders in the textile industry speaking on newest problems and discoveries in textile research. For members and their guests. Program includes scientific meeting, Thursday, Nov. 13; general meeting, Friday, Nov. 14, and open house at Institute Laboratories, Princeton, New Jersey, Saturday, Nov. 15. Publicity: D.B. MacMaster, LE. 2-2196.	TEXTILE RESEARCH INSTITUTE, INC.	WALDORF-ASTORIA STARLIGHT ROOF & GRAND BALLROOM
Friday November 14	OPENING SPRING FABRIC LINE Opening spring collection of traditional, modern and contemporary patterns on variety of materials including chintzes, sateens, sailcloths, bengarays, gabardines and textured cloths. Open to the trade. Contact: Marlene Flewellin, WA. 5-9800.	SENECA TEXTILE CORP. (ROOMMAKER FABRICS)	91 FRANKLIN ST.
Friday November 14	SHOWING OF NEW PANEL WALLPAPER Informal showing of a panel wallpaper in "Hand-Wrought Iron" design. Adapted from a historic Italian masterpiece, the paper is designed in units which make innumerable patterns possible. Also 50 other new paper patterns. Contact: A. H. Jacobs, WI. 2-6585.	A. H. JACOBS	509 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday November 17 12:00 Noon	SHOWING OF FALL LINE FABRICS Opening of first annual exhibit of heavy outerware fabrics by members of the Association at their 5th Anniversary Convention. Luncheon for press, members and exhibitors in West Foyer Ballroom. Forum, "Outlook for 1948" will be conducted by leading mill representatives, Tuesday, Nov. 18, 3:00 P.M. Dinner-dance, Wednesday, Nov. 19, 7:00 P.M. in the Grand Ballroom. Exhibit open through Wednesday, Nov. 19. Tickets for the opening luncheon, \$3.00; for the dinner-dance, \$15.00. Contact: Jules Goldstein, MU. 3-8008.	NATIONAL HEAVY OUTERWARE ASSOCIATION	WALDORF-ASTORIA JADE & BASILDON ROOMS
Monday November 17- November 20	ANNUAL EXHIBIT OF BEDDING SUPPLIES Over 100 bedding manufacturers will exhibit in the supplies market during the 32nd annual convention. Guest speakers will be Earl Butz, Purdue University; Henry P. Draper, managing director of Home Outfitters, Inc., Elmer Wheeler, president of Tested Selling Institute, known for his slogan, "Don't Sell the Steak--Sell the Sizzle" and Samuel M. Corekin, president of the Association. Also a film, "How to Sell More Bedding" and other training films. Contact: J.P. Fanning, secretary and general manager.	NAT'L ASSOCIATION OF BEDDING MANUFACTURERS	STEVENS HOTEL CHICAGO
Monday November 17 5:00 P.M. Cocktails	PRESS PREVIEW OF BELGIAN CERAMICS Showing for the press of Belgian Ceramics. Collection sponsored by the Belgian Government. Press by invitation. Open to the public the week following. Publicity: Irene McCallum, EL. 5-6630. (Note: Preview was originally scheduled for Monday, November 10.)	GEORG JENSEN INCORPORATED	667 FIFTH AVENUE 2ND FLOOR
Monday November 17- November 20	EXHIBITS AND ANNUAL MEETING Forty displays of the latest building and maintenance products including structural materials, plumbing and gas fixtures, heating systems, paints, electrical systems, refrigerators, gas and electric ranges and janitorial supplies. Exhibits in North Ballroom of Hotel New Yorker arranged by the Association for members and trade during 14th Annual Meeting. Contact: Dorothy Gazzolo, 1313 East 60th St., Chicago. Hotel New Yorker Publicity: Kurt Unkelbach, ME. 3-1000.	NAT'L ASSOCIATION OF HOUSING OFFICIALS	HOTEL NEW YORKER
Tuesday November 18 2:00 P.M.	PRESS PREVIEW OF FRENCH TAPESTRIES Preview for the press of French Tapestries of 14th through 20th centuries, loaned to the Museum by the French Government. Includes mediaeval tapestries, "The Lady and the Unicorn", "The Life and Miracles of St. Stephen" and "Apocalypse"; Renaissance tapestries and moderns. Private view of the exhibit for members will be Friday, Nov. 21, at 8:00 P.M. Open to the public Saturday, Nov. 22. Press and members by invitation. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE & 82ND STREET
Tuesday November 18 4:00 P.M.- 10:00 P.M.	"FASHION IN FLOWERS" SHOW One-day show of flower arrangements for holiday seasons throughout the year, including centerpieces, baskets, corsages and boutonnieres. Open to public. Publicity: Korbel & Collwell, Inc., PL. 9-7340.	MET. RETAIL FLORISTS ASS'N.	PENNSYLVANIA HOTEL LOBBIES

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Tuesday November 18 4:30 P.M. Cocktails	PRESS PREVIEW OF CHRISTMAS DRAPERIES Charles Bloom showing of Christmas drapery fashions. Original decorating ideas to carry out the holiday spirit in every room of your home. <u>By invitation only</u> . Publicity: Yvonne McHarg, Cecil & Presbrey, Inc., WI. 2-8200.	CHARLES BLOOM AND COMPANY	15 EAST 26 STREET SHOWROOM
Wednesday November 19	INTRODUCTION OF NEW WROUGHT-IRON FURNITURE Presentation of four complete groupings of new wrought-iron dining and lounge pieces by Lee L. Woodard. Legs are tipped with stainless steel glides set in rubber for floor protection. For press and trade. By invitation. Publicity: Bernard Finkelstein, MU. 5-0297.	LEE L. WOODARD AND SONS	1 PARK AVENUE 6TH FLOOR
Wednesday November 19	DESIGNER PRESENTS TWO NEW FABRICS Informal showing of two new hand-screen prints. Zelina Brunschwig offers "Montauk Shell" design on cotton twill, in six colors, and "Rectangles", a modern design on textured cotton, in four colors. Open to trade. Contact: Zelina Brunschwig, EL. 5-4087.	BRUNDSCHWIG & FILS ZELINA BRUNDSCHWIG	509 MADISON AVENUE
Wednesday November 19 5:00 P.M.- 7:00 P.M.	PRESS OPENING OF NEW SHOWROOMS Private view for the press of new showroom and lace net curtain and yard goods displays by North American. Also two Fifth Avenue window groupings. Muller-Barringer are the designers. The new showroom displays are planned for use on retail floors. <u>By invitation only</u> . Publicity: Albert M. Leach, Alfred Auerbach Associates, CO. 5-7805.	NORTH AMERICAN LACE COMPANY	TEXTILE BLDG. 295 FIFTH AVENUE
Sunday November 23- November 30	NAT'L HOBBY, CRAFTS & SCIENCE SHOW Over 90 exhibits of handicrafts, home workshops, model planes, model radios and others in show which opens at 12:00 noon, Sunday, November 23. Show open weekdays from 11:00 A.M. to 11:00 P.M. Open to public. Admission, \$1.00, including tax. Publicity: Stanley Hedberg, National Publicists, PL. 3-9141.	CAMPBELL FAIRBANKS EXPOSITION COMPANY	MADISON SQUARE GARDEN
November 27	THANKSGIVING (Thursday)		
Monday December 1 11:00 A.M.- 2:00 P.M. Breakfast	BREAKFAST & PREVIEW OF "LIVING CRAFTS" SHOW Press breakfast and preview of "Living Crafts by Thirty Italian Artists" exhibit. Show includes ceramics, mosaic murals, glass, bronze and silver art; also bas-relief altar pieces and stained glass. Private opening Monday, from 5:00 P.M. to 7:00 P.M. Exhibit also open to the public December 1. Contact: Madelaine Clark, PL. 9-3190.	HANDICRAFT DEVELOPMENT, INC.	HOUSE OF ITALIAN HANDICRAFTS
Monday December 1	A. I. D. DESIGNERS COMPETITION CLOSES The second annual American Institute of Decorators competition among designers of furniture, fabrics, floor coverings, wall coverings and lighting will close December 1. Entry blanks must be in by Nov. 21. Judging will take place early in December in New York and award-winning designs will be first shown in New York before touring the country. Contact: Miss Ellen Purves, PL. 8-1642.	AMERICAN INSTITUTE OF DECORATORS	41 EAST 57TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
December 1	NATIONAL PROSPERITY WEEK (Dec. 1-Dec. 7).		
Monday December 1 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF 1ST ANNUAL TOY SHOW Private showing for the press of new toys by more than 100 manufacturers from over the United States. Press party will be held on lower mezzanine of the Museum. Show opens to public also Monday, Dec. 1, and will continue through December. Publicity: Clark Samuels, CI. 6-2075.	MUSEUM OF SCIENCE AND INDUSTRY	30 ROCKEFELLER PLAZA
Tuesday December 2 4:00 P.M.- 7:00 P.M. Cocktails	PRESS OPENING OF NEW STORE Opening of new store specializing in contemporary furniture and accessories. Special service will be the architectural planning of interiors by New Designs, Inc. Staff of consultant architects and designers: Benjamin Baldwin, Marcel Breuer, Oliver Lundquist, Eliot Noyes, Robert Rosenberg, Abel Sorenson and Henry Wright. Dorothy Q. Noyes is director of the shop; Harriet S. Rosenberg, asst. director, and Edith Perlman, assistant. <u>By invitation only.</u> Note: Opening originally scheduled for Nov. 24. Contact: BU. 8-6112.	NEW DESIGNS, INC.	33 EAST 75TH ST.
Thursday December 4 10:00 A.M.- 12:00 Noon	PRESS PREVIEW OF NEW CARPETS Press breakfast to introduce five new carpets by Edward Fields and opening of new showrooms. Hand-woven curtain and drapery fabrics by Joseph Blumfield of California will be shown. New Fields carpet patterns, "Alhambra", "San Fernando", "Sulgrave", "El Cortes" and "Royal Chenille". Showrooms designed and decorated by Designs for Business, Inc. <u>By invitation only.</u> Publicity: Doris Herzig, Franklin Fisher & Associates, Inc., MU. 2-1983.	EDWARD FIELDS	509 MADISON AVE. 11TH FLOOR
Monday December 8 3:00 P.M.- 5:00 P.M.	SHOWROOM OPENING & PREVIEW OF LAMPS Opening for press and trade of new Heifetz showroom and presentation of their new spring lamps. "Open House" for the trade will extend through the week of December 8. Contact: WA. 9-6383.	THE HEIFETZ CO.	40 WEST 25TH ST. 12TH FLOOR
Monday December 8- December 13	SHOWING OF FRENCH BRONZES Georg Jensen will present a collection of 25 modern French bronzes just arrived from Paris. The figures by young French masters are especially adaptable as home furnishings. Open to public. Publicity: Irene McCallum, EL. 5-6630.	GEORG JENSEN, INC.	667 FIFTH AVE.
Monday December 15	PRESENTATION OF SPRING FABRICS Showing of spring line "Everglaze" fabric patterns. 24 new machine-printed designs on chintz and cretonne. Trade only. Contact: Herbert Hanna, MU. 4-5312.	CYRUS CLARK CO., INC.	267 FIFTH AVE. SHOWROOMS
December 22	BEGINNING OF WINTER (11:43 A.M., EST; Monday, shortest day of year).		
December 25	CHRISTMAS DAY (Thursday)		